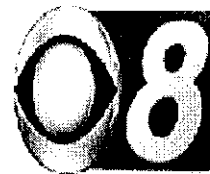


ORDER



Orders
Order / Rev: 230763
Alt Order #:
Product Desc: Willis for Mayor of Wetumpka August 17-
Estimate: Willis for Mayor of Wetumpka August 17-
Flight Dates: 08/17/16 - 08/22/16
Original Date / Rev: 08/16/16 / 08/16/16
Order Type: GENERAL

WAKA

Primary AE: Kim Carr
Sales Office: WAKA
Sales Region: Local

Agency Name: John Moore Advertising
Buying Contact:
Billing Contact:
 P.O. Box 496
 Wetumpka, AL 36093

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Willis for Mayor of Wetumpka (I)
Demographic: A25-54
Product Codes: PL1
Priority: P-04
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/22/16	19	\$3,045.00	\$2,588.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	19	\$3,045.00	\$2,588.25	0.0
Totals	19	\$3,045.00	\$2,588.25	0.0

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kim Carr			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAKA	08/18/16	08/22/16	M-F 930a-10a M-F 930a-10a	CM	930a-10a	1--11--	:30	3	\$65.00	P-04	0.00	NM	3	\$195.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	---11--		2				\$65.00		0.00			
		Week: 08/22/16	08/28/16	1-----		1				\$65.00		0.00			
N 2	WAKA	08/22/16	08/22/16	M-F 10a-11a Monday 10a-11a	CM	Monday 10a-11a	P1-----	:30	1	\$160.00	P-05	0.00	NM	1	\$160.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	1-----		1				\$160.00		0.00			
N 3	WAKA	08/22/16	08/22/16	M-F 11a-12p Monday 11a-12p	CM	Monday 11a-12p	Y1-----	:30	1	\$190.00	P-04	0.00	NM	1	\$190.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	1-----		1				\$190.00		0.00			
N 4	WAKA	08/17/16	08/22/16	M-F 5p-530p M-F 5p-530p	CM	5p-530p News	1-111--	:30	4	\$100.00	P-05	0.00	NM	4	\$400.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	--111--		3				\$100.00		0.00			
		Week: 08/22/16	08/28/16	1-----		1				\$100.00		0.00			
N 5	WAKA	08/17/16	08/22/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p NEWS	--111--	:30	3	\$175.00	P-04	0.00	NM	4	\$700.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	--111--		3				\$175.00		0.00			
		Week: 08/22/16	08/28/16	1-----		1				\$175.00		0.00			
N 6	WAKA	08/17/16	08/18/16	M-F News 10p-1035p	CM	Wed-Thurs 10p-1035p	--11---	:30	2	\$275.00	P-02	0.00	NM	2	\$550.0

Order / Rev: 230763
 Alt Order #:
 Flight Dates: 08/17/16 - 08/22/16

Advertiser: Willis for Mayor of Wetumpka (I)
 Product Desc: Willis for Mayor of Wetumpka August 17-
 Estimate: Willis for Mayor of Wetumpka August 17-
WAKA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wed-Thurs News 10p-1035p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	--11---					2	\$275.00		0.00			
N 7	WAKA	08/20/16	08/20/16	Sat Prime C	CM	9p-10p 48 Hours	-----1-	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00
				CBS Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	-----1-					1	\$225.00		0.00			
N 8	WAKA	08/20/16	08/20/16	Sa News 10p-1030p	CM	10p-1030p NEWS	-----1-	:30	1	\$100.00	P-05	0.00	NM	1	\$100.00
				Sa News 10p-1030p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	-----1-					1	\$100.00		0.00			
N 9	WAKA	08/21/16	08/21/16	Sun Prime A	CM	6p-7p 60 Minutes	-----1	:30	1	\$375.00	P-04	0.00	NM	1	\$375.00
				CBS Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	-----1					1	\$375.00		0.00			
N 10	WAKA	08/21/16	08/21/16	Su News 10p-1030p	CM	10p-1030p NEWS	-----1	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
				Su News 10p-1030p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	-----1					1	\$150.00		0.00			
													Totals	19	\$3,045.00

John Moore Advertising

Advertising - Marketing - Promotions

P.O. Box 496
Wetumpka, AL 36093 36092

email: johnmadv@bellsouth.net

Telephone: 334-567-8713

Fax: 334-514-9273

Cell: 334-301-0799

PURCHASE ORDER

Client: Jerry Willis P.O. P.O.I

Media: WAKA-TV

Account Rep: KIM CARR

Date: 8-16-16

Order# 230763
☒ New Order
☐ Revision
☐ Cancellation

Start Date 8-17-16

End Date 8-22-16

Length: 1-:30 [Bridge Scene]

Event: P.O. P.O.I

SCHEDULE

ADDITIONAL Schedule!

9:30-10a.m.	Jeopardy	3x @ \$65	(1x each Thurs, Fri, Mon)=	\$195
10-11 a.m.	Price Is Right	1x @ \$160	Mon 8/22	= \$160
11a.m.-12noon	Young & Restless	1x @ \$190		=190
5:00-5:30 pm	News	4x @ \$100	(1x each Wed, Thurs, Fri, Mon)=	\$400
6-6:30 pm	News	4x @ \$175	(1x each Wed, Thurs, Fri, Mon) =	\$700
Wed/Thurs	10-10:35 pm News	2x @ \$275	(1x each Wed, Thurs) =	\$550
SAT	9-10PM 48 Hours	1x @ \$225	8/20	= \$225
Sat	10-10:30 pm News	1x @ \$100		= \$100
Sun	6-7 pm 60 Minutes	1x @ \$375		= \$375
Sun	10-10:30 pm News	1x @ \$150		= \$150

Total spots: 19x

\$3,045.00 - gross

Exact times spots ran, and/or tear sheets, are required with invoice. No make goods or altered schedules without agency approval.

Billing Address:

P.O. BOX 496
Wetumpka, AL
36092

Rate PK9.

Gross \$3045.00 Comm. 456.75

NET \$2,588.25

John Moore